

# State of Kansas

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**ANTHONY HENSLEY**  
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September 7, 2005

Mr. William H. Foster, Chief  
Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau!  
ATTN: Notice No. 41  
P.O. Box 14412  
Washington, DC 20044-4412

Dear Mr. Foster:

With regard to Notice No. 41 where the TTB is seeking public comment on whether additional requirements should be added to current alcohol product labels, I write opposing any efforts that would include "standard serving" information or an over-simplified listing of the amount of pure alcohol on labels or advertising. My primary area of concern relates to how the amount of alcohol in a product should be communicated. I support continuing the longstanding federal policy of using the percent alcohol by volume, or proof, as the only appropriate way to describe alcohol content. I do not support proposals to display alcohol content in fluid ounces of pure alcohol "per serving." This change would cover up the significant differences in strength, concentration and effect between hard liquor, wine and beer. Disclosing alcohol content in this way would be misleading and potentially dangerous and would hinder, rather than promote, responsible drinking.

In addition, I believe TTB should recognize that there is no such thing as a "standard serving" and this description should not be permitted on any alcohol label or advertising. The "serving size" of alcoholic beverages can differ greatly between wine, beer, and other mixed drinks. In fact, many cocktails contain significantly more alcohol than the "standard 1.5 ounce serving."

I urge you to maintain the current and longstanding federal policy using percent alcohol by volume to describe alcohol content. The effort to change the labeling policy is misleading and will not serve the public good.

Thank you for your attention to this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Anthony Hensley".

Anthony Hensley  
Senate Democratic Leader  
Kansas State Senate